

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan analisis dan pembahasan pada bab sebelumnya, maka dapat diambil simpulan sebagai berikut:

1. Berdasarkan hasil pengujian hipotesis pertama *Price Consciousness* berpengaruh signifikan terhadap *Sale Proneness* pada konsumen *Hypermart* divisi *fresh*. Oleh karena itu hipotesis 1 yang diajukan dalam penelitian ini, diterima.
2. Berdasarkan hasil pengujian hipotesis kedua *Price Consciousness* berpengaruh signifikan terhadap *Repurchase Intention* pada konsumen *Hypermart* divisi *fresh*. Oleh karena itu hipotesis 2 yang diajukan dalam penelitian ini, diterima.
3. Berdasarkan hasil pengujian hipotesis ketiga *Sale Proneness* berpengaruh signifikan terhadap *Repurchase Intention* pada konsumen *Hypermart* divisi *fresh*. Oleh karena itu hipotesis 3 yang diajukan dalam penelitian ini, diterima.

5.2 Saran

Dari hasil penelitian dan simpulan yang telah disebutkan di atas, maka dapat diajukan saran sebagai berikut:

1. Saran Praktis:
 - a. Pihak *Hypermart* harus memberikan POP (*point of purchase*) yang cukup kreatif agar dapat memberitahukan informasi dan menarik perhatian konsumen bahwa produk *EDBP* yang

dijual pada toko *Hypermart* memiliki harga yang paling murah.

- b. Pihak *Hypermart* harus memberi pilihan produk *perishable foods* yang *fresh* dan produk *perishable foods* yang tidak *fresh* kepada konsumen sehingga konsumen memiliki berbagai pilihan berbelanja.

2. Saran Akademis

- Bagi peneliti dimasa akan datang disarankan menambahkan variabel yang mempengaruhi *Repurchase Intention* yaitu variabel *promotion*. *Promotion* merupakan variabel yang dipertimbangkan konsumen dan belum diteliti dalam penelitian ini.

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